

Farmers To You is an online, farm-to-table grocer serving the Boston and Vermont areas. Farmers To You is seeking to expand the Boston-based marketing team with the addition of a Marketing Coordinator. This new role will be key to our continuing to expand our community and better serve our partner families. Seeking folks available 2-3 days per week with experience in marketing, communications, social media and photography. Must love food!

Job Description: Marketing Coordinator

Farmers To You

Boston-based, virtual and in-person position

Approximately 20 hours per week

#### JOB RESPONSIBILITIES

##### Social Media and Digital Communications

- Strengthen the FTY community and business by building the size and engagement of FTY's social media presence. Tasks include writing and creating content, engaging with current and potential customers, launching a private FTY Facebook group, and communicating relevant partner input back to the team.
- Identify and create social media content for site hosts and partners to share with their networks.
- Draft neighborhood listserv copy and other verbiage that supports site development.
- Take photos at pickup sites and events that FTY attends.

##### Partner Family Development and Community Building

- Distribute postcards and posters to sites during promotion campaigns.
- Place welcome calls to prospects and new partners, particularly during growth campaigns.
- Weekly message for back of the invoice (e.g., recipes, FTY policies, highlight new foods/products, announce new sites or launch of promotion, etc.).
- Research local events in and around Boston for FTY opportunities (town days, sustainability events, food events, etc.). Attend special events as needed to promote and represent FTY.

##### Site Logistics Support

- Support Boston logistics lead when needed (e.g. storms and truck breakdown delays).
- Post flyers for sites as needed (changes to pickup time, etc.).
- Draft emails for sites as needed (events, launch new site, changes for

site, etc.).

#### Administrative Responsibilities

- Vermont staff meetings 2-3 times per year.
- Virtual bi-weekly staff meetings.

#### REQUIRED EXPERIENCE

- 2-3 years work experience in marketing, communications, social media, and/or food and farm related fields
- Self-starter mindset
- Passionate about building sustainable food systems

#### ABOUT FARMERS TO YOU

Farmers To You is an online, farm-to-table grocer serving the Boston and Vermont areas. We build partnerships between families and farmers by sourcing and delivering top-quality locally grown food each week year round. Visit [FarmersToYou.com](http://FarmersToYou.com) to learn more.

#### TO APPLY

Please send resume and cover letter to [becca@farmerstoyou.com](mailto:becca@farmerstoyou.com).